

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1.-14. (Canceled).

15.-36. (Withdrawn).

37. (Currently Amended) A method of sending an alert management message from a head end to a plurality of recipients on a broadcast channel comprising:

receiving an alert which can be one of a plurality of different types from one of the plurality of recipients;

generating a first data field of the alert management message that identifies at least one target recipient from among the plurality of recipients, the at least one target recipient including the one of the plurality of recipients;

generating a second data field of the alert management message that identifies the type of alert management message, wherein the type of alert management message is based on the type of alert;

generating a third data field of the alert management message that uniquely identifies the alert management message;
and

transmitting the alert management message data fields to the plurality of recipients.

38. (Currently Amended) The method of claim 37 ~~further comprising generating a wherein the~~ third data field that uniquely identifies the alert management message is used by the plurality of recipients to determine whether the alert management message is a new message.

39. (Previously Presented) The method of claim 37, the alert management message including a payload message, the method further comprising:

generating the payload message, the payload message comprised of at least one byte;
transmitting the number of bytes in the payload message;
and
transmitting the payload message.

40. (Currently amended) An article comprising a computer-readable medium that stores computer-executable instructions for sending an alert management message from a head end to a plurality of recipients, the instructions causing a machine to:

receive an alert from one of the plurality of recipients, which alert can be one of a plurality of different types;
generate a first data field of the alert management message that identifies at least one target recipient from among the plurality of recipients, the at least one target recipient including the one of the plurality of recipients;

generate a second data field of the alert management message that identifies the type of alert management message based on the type of the alert;

generating a third data field of the alert management message that uniquely identifies the alert management message;
and

transmit the alert management message data fields to the plurality of recipients.

41. (Currently Amended) The article of claim 40, ~~the instructions further causing the machine to generate a wherein~~ the third data field that uniquely identifies the alert management message is used by the plurality of recipients to determine whether the alert management message is a new message.

42. (Previously Presented) The article of claim 40, the alert management message including a payload message, instructions further causing the machine to:

- generate the payload message, the payload message comprised of at least one byte;
- transmit the number of bytes in the payload message; and
- transmit the payload message.